

Inbound Submission Evaluation Feedback

Submission: LinkedIn Commentors and Likers ICP Targeting Workbook

Evaluator: Clay Certification Team

Date: 02/10/2026

Final Evaluation: Passed

What's Great:

- **Exceptional AI Prompt Engineering:** Your AI prompts demonstrate sophisticated understanding of how to extract meaningful insights and create compelling personalization. The way you've structured your prompts to analyze LinkedIn engagement patterns and translate them into relevant conversation starters is excellent and shows mastery of Clay's AI capabilities.
- **Comprehensive Lead Qualification System:** You've built a robust ICP verification process that goes beyond basic firmographics to evaluate leads across multiple dimensions. This strategic approach to qualification ensures your team focuses efforts on high-value prospects who genuinely match your ideal customer profile, which is exactly what effective inbound workflows should accomplish.
- **Smart Social Signal Integration:** I really like how you're leveraging LinkedIn engagement data (comments and likes) as lead sources. This approach is super clever because it identifies prospects who are already showing interest in relevant content, giving your outreach a natural conversation starter and higher likelihood of engagement.
- **Solid Technical Implementation:** Your workflow demonstrates strong technical execution with proper data enrichment, validation processes, and seamless integration to both email and LinkedIn campaigns. The conditional logic and error handling ensure the workflow remains robust even when dealing with incomplete data inputs.

What Could Be Improved:

- **Enhanced Personalization Depth:** While your personalization foundation is strong, there's room to incorporate more specific details about what different buyer personas care about. Consider expanding your prompts to include role-specific pain points and priorities, which will make your messaging even more targeted and relevant to each recipient's unique situation.
- **Routing Logic Transparency:** The specific criteria for directing leads between email and LinkedIn campaigns could be more clearly defined. Adding more explicit segmentation logic based on factors like seniority level, company size, or engagement type would make your campaign routing strategy more strategic and measurable.
- **Data Consistency Optimization:** There are opportunities to enhance data normalization across your enrichment actions to ensure more consistent field population. Standardizing how company names, titles, and other key fields are handled throughout the workflow will improve downstream campaign performance and reduce potential data discrepancies.

Summary:

This is a strong submission that demonstrates excellent understanding of Clay's capabilities for

inbound lead processing. Your innovative use of social signals, sophisticated AI prompting, and comprehensive qualification system create a solid foundation for effective lead nurturing. The areas for improvement focus on enhancing personalization depth and refining routing logic, which will help you move from good to exceptional campaign performance.